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NEWS
THAT
IS
NEWS!

[Sec. 562 P. L. & R.]

THE FRENCH NURSERIES

AT CLYDE, O.



SINCE 1863

A. B. FRENCH
FOUNDER

A Personal Message To Peach Growers



For three generations, our family has been serving the fruit growers of the country with high quality trees. Since childhood I have been schooled in the problems of fruit growing and have sought their solution. To me, one of the greatest of these was to produce a tree that would reduce the appalling and heart-breaking losses due to winter freeze of peaches.

In 1925 I discovered this tree, obtained buds, propagated the tree, and in 1927 sent two of them to the Agricultural Experiment Station at Wooster, Ohio, for testing. In 1930 and again in 1934 they withstood severe droughts. In 1933-34 they came through with full crops after surviving temperatures far below zero, when other popular varieties were killed. So, after years of experience and rigid tests I am able to offer you a peach tree that you can depend upon for a good crop when other trees have failed and peach prices are high.

Every fruit grower lives in expectancy of good crops in the future. Years of constant care and attention are invested in a tree before it reaches bearing age. I don't believe that there is any grower who would willingly risk his original investment, all his time and work for these years, and his profits, by trying to save just a few pennies on the original cost of the tree. HARDEES are now only a few cents higher than ordinary trees—but that few cents is your assurance of ample reward for your work and good profits in the future.

I cannot put all the things that I want to tell you in this folder. So will you mail back the return card today and let me tell you all about HARDEE peach trees.

PRICES ON
HARDEE
PEACH TREES
HAVE BEEN DRASTICALLY
REDUCED. GET NEW
PRICES NOW!

Yours very truly

The FRENCH
NURSERIES CO.

Per *Don Byers*
President

Why Wise Growers Plant HARDEE Trees

In selecting peach trees one of the foremost considerations of the grower is the hardiness of the tree. HARDEE trees have demonstrated over a period of years that they are steady bearing, sure cropping, even under the most severe weather conditions. They have resisted the extreme droughts encountered and have withstood temperatures as low as 18 degrees below zero.

The fruit has all the desirable characteristics of the Elberta and in some ways is far superior. It is a thick-skinned, yellow, free stone peach of a deep yellow color with a red cheek. The flavor is exceptionally fine, having a very decided peach taste. It is a good all-purpose peach, having all the desired qualifications for dessert, cooking and canning. It is good for home use and it is also a good market peach. It has exceptionally good shipping and keeping qualities.

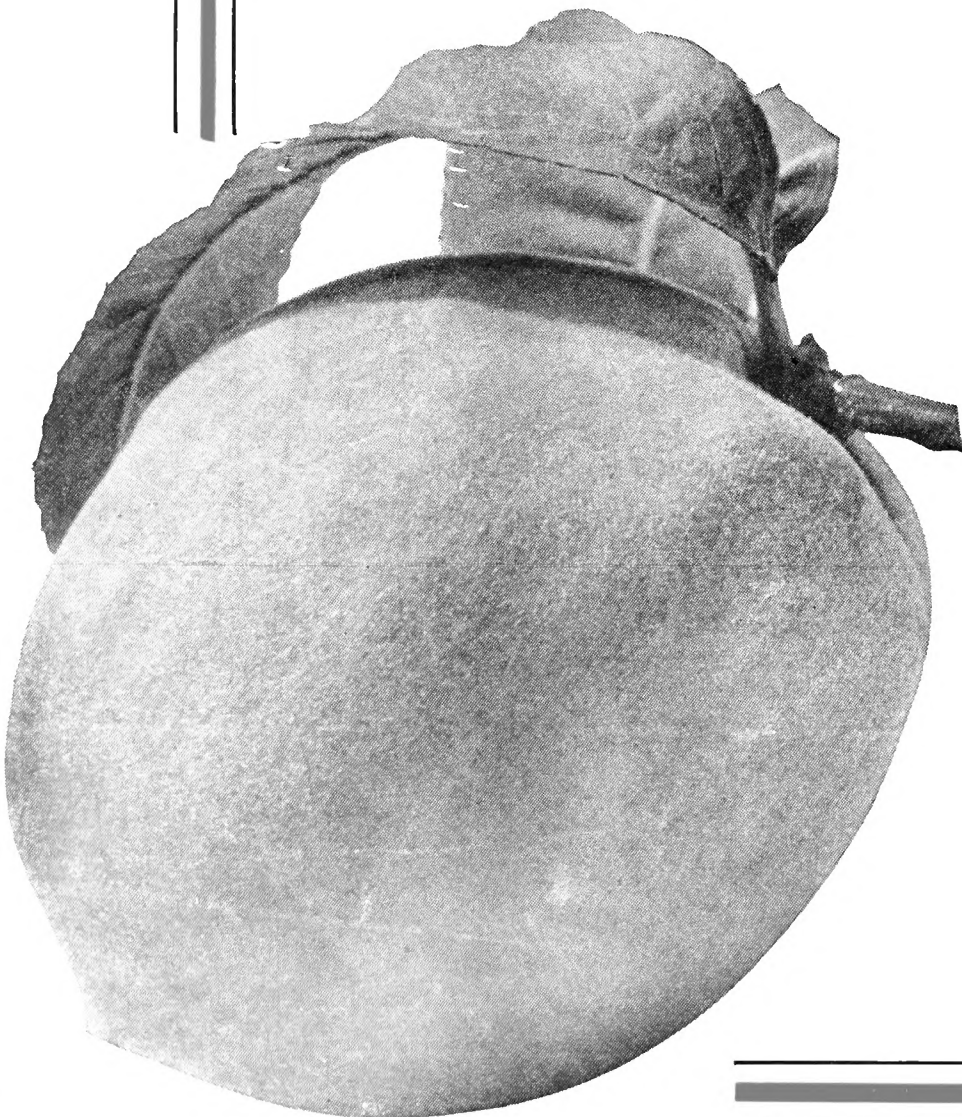
The HARDEE ripens at the same time as Elberta. The tree habit and vigor is intermediate between Elberta and J. H. Hale.

It will be noted in the table that the variety list has been arranged according to the approximate ripening season when compared with Elberta. It will be noted that in this list Hardee, Hope Farm and Kalamazoo have been given first rank in hardiness. Of the three, Hardee stands out as being the most promising and worthy of trial.

Look at these FACTS

Statistics prove that peach prices soar after a very severe winter. In 1933 the peach price in New York State was \$1.10 per bushel. Then came the severe winter of 1933-34 in which 70% of the trees in that state were killed or injured. *In 1934 the price on peaches in New York was \$2.15 per bushel!*

During this same winter when peach growers suffered heavily throughout the northern states the HARDEE trees at the Agricultural Experiment Station at Wooster, Ohio, survived and came through with a crop so full that it was advisable to thin the trees.



PLANT
For PROTECTION

Don Byers
HARD
U.S. PLANT PATENT N°120

Proof of HARDEE SUPERIORITY

Dr. M. J. Dorsey, chief in Pomology, University of Illinois, in an article in the *American Nurseryman* says, "Of these three the HARDEE stands out as the most promising and worthy of trial." The following is a section of a table on hardiness prepared by him:

It will be noted in the table that the variety has been arranged according to the approximate ripening season when compared with Elberta.

Date of Ripening	Days earlier or later than Elberta	Variety	Flesh color	Rank in hardiness	Date and place of origin or introduction
Aug. 3	7	Early Elberta	yellow	2	Utah 1920
3	7	Fairs Beauty	yellow	2-3	Texas 1919
5	5	Canadian Queen	yellow	3	Illinois 1921
7	3	Belle	white	2	Georgia 1870
8	2	Kal-Haven	yellow	2	Michigan 1930
10	0	Elberta	yellow	3	Georgia 1870
10	0	Gage	yellow	3	Illinois 1910
10	0	Hardee	yellow	1	Ohio 1925
10	0	Markberta	yellow	3	Illinois 1923

FULL CROP AFTER SEVERE WINTER

"Last winter, as you know, was exceptionally cold; a temperature of 18 degrees below zero was reached here. As a result of the cold our Elberta crop is a total failure. Certain varieties such as Carman, which long have been ranked near the top when evaluating the hardiness of peach varieties are bearing only a light crop. It is a pleasure to inform you that your Hardee variety has withstood the cold of last winter and our 2 trees of it are bearing a full crop this year. In fact, we have considered it advisable to thin the peaches on these two trees. Fortunate indeed would be the grower this year with a crop of peaches such as we have on our Hardee trees."

Excerpt from letter of Dr. J.S. Shoemaker of Ohio Agricultural Experimental Station.

HARDY BOTH IN BUD AND WOOD

I was glad to have an opportunity to see the Hardee peach in the Miller orchard near Oak Harbor last Saturday, Sept. 12.

I have seen the variety fruiting here at Wooster several seasons. However in this particular season with the peach crop a complete failure here and elsewhere in the state except along the lake shore and with very heavy loss of trees, it was interesting to see this variety bearing a good crop of peaches in the orchard mentioned.

The variety has demonstrated that it is hardy both in bud and wood far beyond that of Elberta and most of the common varieties. This variety ought to help take some of the hazards out of peach growing.

Excerpt from letter of C. W. Ellenwood of Ohio Agricultural Experiment Station.

PRICES GREATLY REDUCED!
ORDER NOW TO INSURE DELIVERY

**MAIL
THE CARD
TODAY**

!

HARDEE
TRADE MARK REG. U. S. PAT. OFF.

TREES
For ECONOMY & PROFITS

The peach tree that you have always wanted! A wood-hardy, bud-hardy tree that will withstand severe cold weather and droughts - a steady bearing, sure-cropping tree with fruit of extraordinary commercial qualities ripening in Elberta Season. That's a brief description of the **HARDEE**.

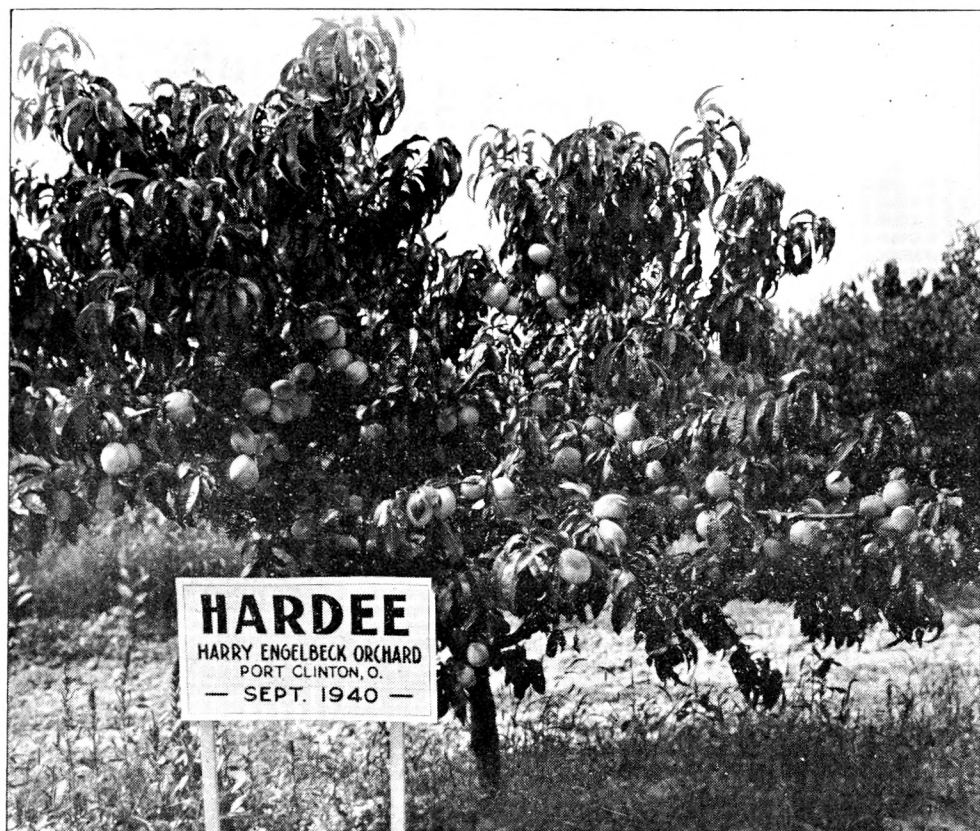
And at a price that you want to pay! Increased plantings have enabled us to greatly reduce the price on **HARDEE** peach Trees. At these new low prices our stock will be quickly exhausted. Order your **HARDEE** trees now!



THE FRENCH NURSERIES
CLYDE, OHIO

Hardee Peach Trees Resisted Extreme Cold - Yielded Bumper Crop After the Severe Winter of 1939 and 1940

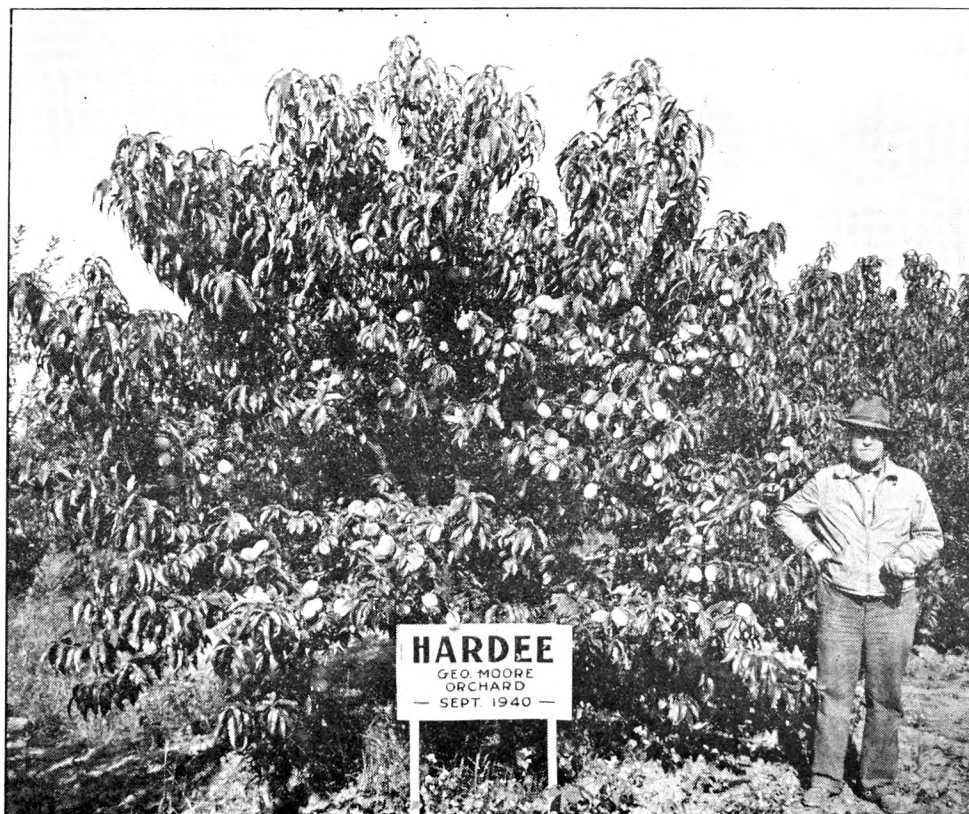
A SURE CROPPER WHEN PEACH PRICES ARE HIGHEST



Port Clinton, Ohio
Sept. 21, 1940

I hereby certify that the above picture was taken in my orchard in September, 1940. It shows the crop of peaches on my HARDEE trees. I would estimate about 90% of a crop, Elbertas about 10%.

HARRY ENGLEBECK,
Route No. 1
Port Clinton, Ohio.



Oak Harbor, Ohio
Sept. 20, 1940

I hereby certify that the above picture was taken in my orchard in September, 1940. It shows the crop of peaches on my HARDEE trees. I would estimate about 90% to 100% of a crop, Elbertas about 15%.

CHARLES MILLER,
Miller Fruit Farm
Oak Harbor, Ohio.

Clyde, Ohio, September 20, 1940.

I hereby certify that the above picture was taken in my orchard in September, 1940. The picture shows for itself the crop of fruit on my Hardee trees, we had to thin them. Our Elbertas in the same orchard bore less than 5% of a crop.

I have sixty-five acres of orchard and quite a wide assortment of varieties, and Hardee was the only yellow peach Elberta season that came through with a good crop this year. I also saw it fruiting in 1934 at the Ohio Experiment Station after the severe winter.

We have a retail trade and can say that our customers like the variety very much, the quality is good, it compares with Elberta in size, and we receive a great many repeat orders for the fruit. I am only sorry that we don't have more trees of a bearing age.

GEO. H. MOORE, JR.

Havoc, destruction, ruination and despair faced a great many fruit growers in the Spring of 1934-36 and again in 1940. United States Department of Agriculture, Department of Rural Economics report the crop for Ohio in 1939 as 64% and for 1940 only 31%.

READ WHAT OTHERS SAY

Oak Harbor, Ohio, Oct. 12, 1936

After checking the orchard of Mr. Charles Miller, north of Oak Harbor, Ohio, for the past several years in so far as his HARDEE peaches are concerned, I have found that regardless of the year, these trees always have a good crop.

I, also, find that the fruit is very much like that of the Elberta, and as far as flavor is concerned, I believe that the HARDEE peach is much superior.

For the above reasons, I am giving you an order for one hundred of your HARDEE trees.

Yours very truly, A. W. MEIZNER.

Oak Harbor, Ohio, September 23, 1940

Your Hardee peach has again proven itself to be more winter hardy than most of the peaches ordinarily grown in this area. The survival of the buds last winter on Hardee was substantially greater than any other variety I checked.

Where winter killing of buds is a factor, I would certainly consider this variety a real addition to a peach planting. From the standpoint of marketing the fruit, it ripens shortly after Elberta here and therefore usually commands a slightly better price.

Very truly, CARL S. BITTNER, County Agent.

Circleville, Ohio, March 11, 1939

While I was County Agent in Ottawa County I observed the Hardee peach trees in Mr. Miller's orchard, at Oak Harbor, Ohio in 1934. It seemed to be the only one that stood the severe weather in his orchard during the winter of '34 and came through with a crop that Fall.

Yours very truly, F. K. BLAIR, County Agent, Pickaway, Ohio.

Danbury, Ohio, September 20, 1940.

Relative to the Hardee Peach, would say that this year, we have had four year old Hardee trees right alongside Elbertas the same age and grown under the same conditions. Where the Hardee trees had a full crop the Elbertas had practically no fruit whatever.

Yours very truly, A. W. KALB,

The Danbury Fruit Growers Association, Danbury, Ohio.

ONE PEACH COSTS \$2,221.00

SESSER, ILLINOIS, Sept. 21, 1940—Mr. and Mrs. Sam Moore ate a \$2,221.63 peach at breakfast the other morning. It cost that much to nurse their 50 acre orchard through a cold winter, and a lone peach comprised the entire crop.

LIANN FRUIT FARMS

Port Clinton, Ohio, September 23, 1940.

I have made several attempts to visit you this fall and also to visit the Hardee Block in Mr. Moore's orchard, but we have been so terribly busy this time of the year. We have our usual rush together with moving from one warehouse to another without disrupting our business, so it has been tough going.

Regarding our own experience with your Hardee, you know that we have set out over 9000 trees of several varieties, including 5000 peach trees. Although those trees are too young to bear fruit, we have had a small set of fruit on the Hardee this year, while other varieties were complete failures due to the cold weather we had the past season.

We don't know much about the size of the fruit, but we certainly know that the flavor is very good and they come off the pit very freely. We hope to learn more about them later.

We will check up on the condition of the trees this fall and hope to see you after the rush is over. We will need a few more trees this fall. Keep us in mind.

Very truly yours, S. N. LIANN.

OHIO AGRICULTURAL EXPERIMENT STATION

Wooster, Ohio, Sept. 18, 1936

I was glad to have an opportunity to see the Hardee peach in the Miller orchard near Oak Harbor last Saturday, Sept. 12.

I have seen the variety fruiting here at Wooster several seasons. However in this particular season with the peach crop a complete failure here and elsewhere in the state except along the lake shore and with very heavy loss of trees, it was interesting to see this variety bearing a good crop of peaches in the orchard mentioned.

Mr. Miller estimated his crop of Elbertas at 25 percent of the 1935 crop and I should estimate the Hardee at least 50 percent of a full crop.

The peach itself is of the general Elberta type, equally as firm and about the same size. It is equal or superior to Elberta in quality. It differs from Elberta in that it is longer and the ground color appears to be a somewhat deeper yellow. The variety has demonstrated that it is hardy both in bud and wood far beyond that of Elberta and most of the common varieties. This variety ought to help take some of the hazards out of peach growing.

Cordially yours, C. W. ELLENWOOD, Associate in Horticulture.

PLANT HARDEE FOR PROFITS

THE FRENCH NURSERY COMPANY
CLYDE, OHIO

SINCE 1863